

## Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 00029 092239Z  
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
-----092240Z 118668 /66

P R 092040Z JAN 77  
FM AMCONSUL SYDNEY  
TO USDOC WASHDC PRIORITY  
INFO AMEMBASSY TOKYO  
SECSTATE WASHDC 7347  
AMEMBASSY CANBERRA  
AMCONSUL MELBOURNE  
AMCONSUL BRISBANE  
AMCONSUL PERTH

UNCLAS SYDNEY 0029

USDOC AND TOKYO FOR US TRAVEL SERVICE

E.O. 11652: N/A  
TAGS: ETRD, AS  
SUBJ: VISIT USA SHOW - HAWAIIAN PARTICIPATION

REF: (A) SYDNEY 3211  
(B) USDOC 21899

1. THE SYDNEY AGENT FOR HAWAIIAN AIRLINES, KYM ROY, TELLS US THAT HE CANNOT AFFORD TO PAY THE FULL DOLS 500 PARTICIPATION FEE, BUT THINKS THAT HAWAII VISITORS BUREAU (HVB) MIGHT LIKE TO SHARE EXPENSES WITH HIM. HE COULD TAKE CARE OF MANNING THE BOOTH, AND WOULD BE WILLING TO NEGOTIATE WITH HVB THE PROPORTIONAL DIVISION OF THE FEE.

2. NOLAN KRAMER, HAA VICE PRESIDENT, SALES, IS FAMILIAR WITH THE SITUATION. MR. ROY THINKS THAT THE APPROPRIATE CONTACT IN HVB IS BARRY ADAMS, SENIOR VICE PRESIDENT, MARKETING.

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EM MR. ROY WILL BE IN HONOLULU ON JANUARY 17 TO DISCUSS THE MATTER.

4. SINCE HAWAII IS THE MOST POPULAR U.S. DESTINATION FOR AUSTRALIAN TOURISTS, WE WOULD LIKE VERY MUCH TO HAVE A HAWAIIAN PRESENCE IN THE SHOW. WE BELIEVE THAT AUSTRALIA IS THE WORLD'S SECOND MOST IMPORTANT SOURCE OF VISITORS

TO HAWAII (AFTER JAPAN AND POSSIBLY THE U.S. MAINLAND), AND THEREFORE HAWAII WILL PROFIT FROM A SUCCESSFUL SHOW. THE AREAS OF HAWAII OUTSIDE OF HONOLULU HAVE A SPECIAL INTEREST, OF COURSE, IN ACQUAINTING AUSTRALIANS WITH THEIR TOURIST ATTRACTIONS.

5. ACTION REQUESTED: CAN USTS HELP HVB AND HAWAIIAN AIRLINES TO REACH AN AGREEMENT TO PARTICIPATE. WE HOPE THAT THE LIST OF PARTICIPANTS WILL BE FIRM BY JANUARY 14.

6. FYI. PARTICIPATION STATUS AS OF JANUARY 7 IS:

FIRM ORAL COMMITMENTS: 14

INTERESTED, PENDING: 18

INTERESTED IN PARTICIPATION

ON A SHARED-BOOTH BASIS: 7

THE FIRM COMMITMENTS ARE PRESTIGIOUS NAMES, AND COVER A GOOD SPECTRUM OF THE INDUSTRY. THEY SHOULD BY THEMSELVES BE ENOUGH TO ATTRACT GOOD ATTENDANCE. WE NOW HAVE TO PAINT IN THE CORNERS, BOTH FOR BUDGETARY REASONS AND TO CREATE A "BUSY" SHOW. THE INTERESTED CANDIDATES GIVE GOOD PROSPECT OF FILLING ALL BOOTHS. THEREFORE, WHILE WE STILL WOULD WELCOME STELLAR PARTICIPANTS LIKE HVB, PLEASE SUSPEND ACTION CONTEMPLATED IN REF (B).

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## Message Attributes

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**Review Markings:**  
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